

Success Story

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Collectronix CEO Turns to SCORE in Atlanta To Help Grow His Company to 9 Employees *--He Used SBA/SCORE Workshops & Personal Counseling--*

Stanley Brown is one of those business executives who had plenty of corporate management experience. But his resume was very limited in actually starting a new business.

Fortunately, this 41-year old entrepreneur knew his own weaknesses when he went to the Atlanta Chapter of SCORE for help when he launched his firm, Collectronix International. SCORE, funded by SBA as a resource partner, offers counseling and training for small business owners like Brown who are starting a new business.

After a recommendation from a business associate, Brown registered in early 2002 with SCORE and was assigned Counselor Sal Norman in its Atlanta office.

“Mr. Norman exemplified a wealth of knowledge and proven experience in regards to establishing and running a successful business,” said Brown a former executive with Bank of America. “With his encouragement, I attended several SBA/SCORE workshops that covered business plan writing, how to secure financing, and the certification process for the SBA’s 8(a) Business Development Program.”



Stan Brown, left, with Sal Norman, a SCORE volunteer counselor

Brown was also introduced to the SBA’s Business Information Center (BIC) resource library which is housed, with SCORE personnel, in the agency’s downtown Georgia District Office. “We found that the BIC was a tremendous source of information for people who either want to start a business but don’t

really know where to start, or people who want information on a specific business endeavor,” recalled Brown, a graduate of Ohio University in Athens, Ohio.

Brown’s company has grown to 9 employees and provides debt collection and debt recovery solutions to its clients. Brown’s executive background covers 16 years in the account receivable management field, a major service area of Collectronix International.

During five years with Bank of America, Brown was a Vice President in its Factoring Division and was responsible for a multi-billion commercial portfolio. At BOA, he established a \$500 million international collections program.

In the early 1990s, he was an Assistant Vice President with ITT in its Consumer Finance Division. And from 1998-2002, Brown managed over 400 people as a Vice President with Sitel Corporation, in the company’s International Risk Management Division.

“Even though I had experience in the debt collections industry, I didn’t have experience starting a business from the ground up,” recalled Brown. “Sal Norman and SCORE gave me the insight and guidance on where I wanted to go with my company.”

Brown and his family are members of the New Birth Missionary Baptist Church in DeKalb County. He is active in counseling young adult males who have had law enforcement violations or other personal problems. Brown and his wife, Carla, have three children who attend public schools in DeKalb County. She is director of the Lawyer Referral Program for the Atlanta Bar Association.

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